

Crisis and Risk Communication for **ESF 8**

Presenter

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Objectives

- Explain the role of Public Health's Communications Team during emergency activation
- Describe risk communication strategies that will increase credibility and trust
- Discuss strategies for coordinating key messages and collaboration on communication efforts

Live Breaking News



LIVE

BREAKING NEWS

You're watching NHK World's coverage **JAPAN**
of the Japan earthquake

NEWSLINE

24

Brisbane 20/28 Cairns 23/31 Lismore 18/28

18:24
AEST

Speak first(-ish).



jseattle @jseattle

**Probably see choppers but only 1 hurt per scanner
RT @CDNews: HazMat responds to chemical spill at 60 th
and Jackson
1 RETWEET**



KIRO 7 @KIRO7Seattle

**E Jackson hazmat: Chemicals mixed in an X-ray lab
affected 4 workers; 1 hospitalized as a
precaution <http://kiro.tv>
1 RETWEET**

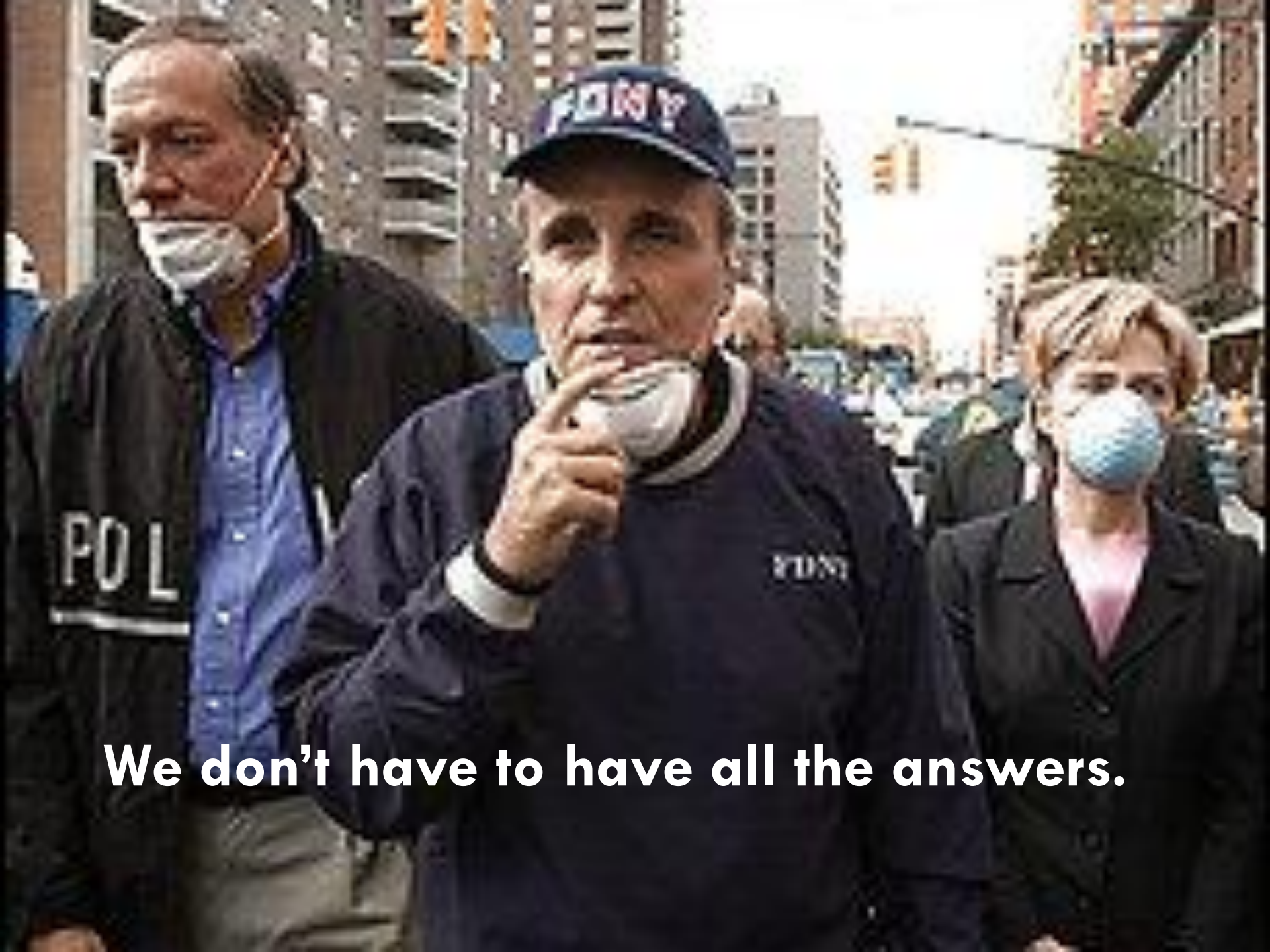


Q13 FOX News @Q13FOX


**SFD say hazmat call was employees mixing x-ray
chemicals at dental lab. 1 sent to hospital. No one else
injured. <http://q13fox/news>**

**Why do
organizations
hold back?**





We don't have to have all the answers.

A photograph of two women in an outdoor setting. The woman on the left has short brown hair and is wearing a dark blue jacket with a white scarf. The woman on the right has long blonde hair and is wearing a red jacket over a dark patterned blouse. They are both looking down with somber expressions, and the woman on the right is holding the hand of the woman on the left. The background is a blurred landscape.

Express empathy.

Sent: Friday, November 13, 2009 8:49 pm

To: Public Health

From: XXXX

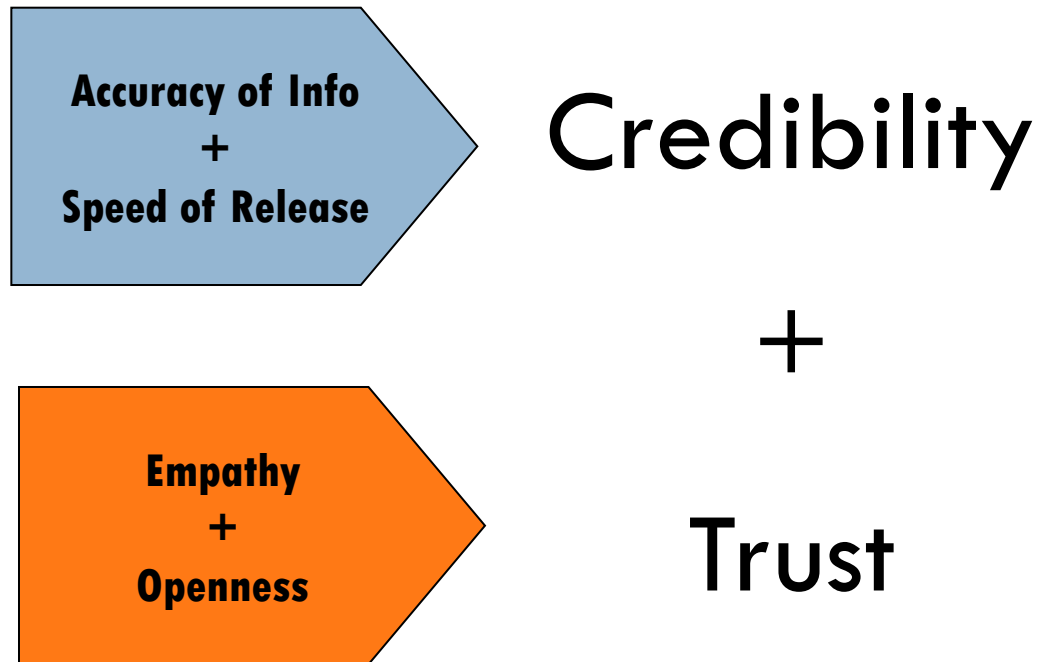
Subject: Public Health – H1N1

...The distribution of this latest round of vaccines was extremely unfair to my child – a 22 month old. We tried to go to the ONLY pharmacy offering the vaccine for her age group and could not get in...This allocation was just so extremely unfair for my child and all others in the under 2 age group. I pray she does not get sick despite my best efforts to get her vaccinated.

Hello XXXX,

Please know that we are all frustrated with the limited amounts of vaccine available due to the national shortage. The supplies we have in the community aren't enough to meet the demand right now, so it's a challenge for many to find vaccine. I personally share your frustration as I have also had difficulty finding vaccine for my child...

How messages are judged



Stay consistent

Is what I'm saying...



..the same as what I'm saying...



..and the same as what I'm saying?

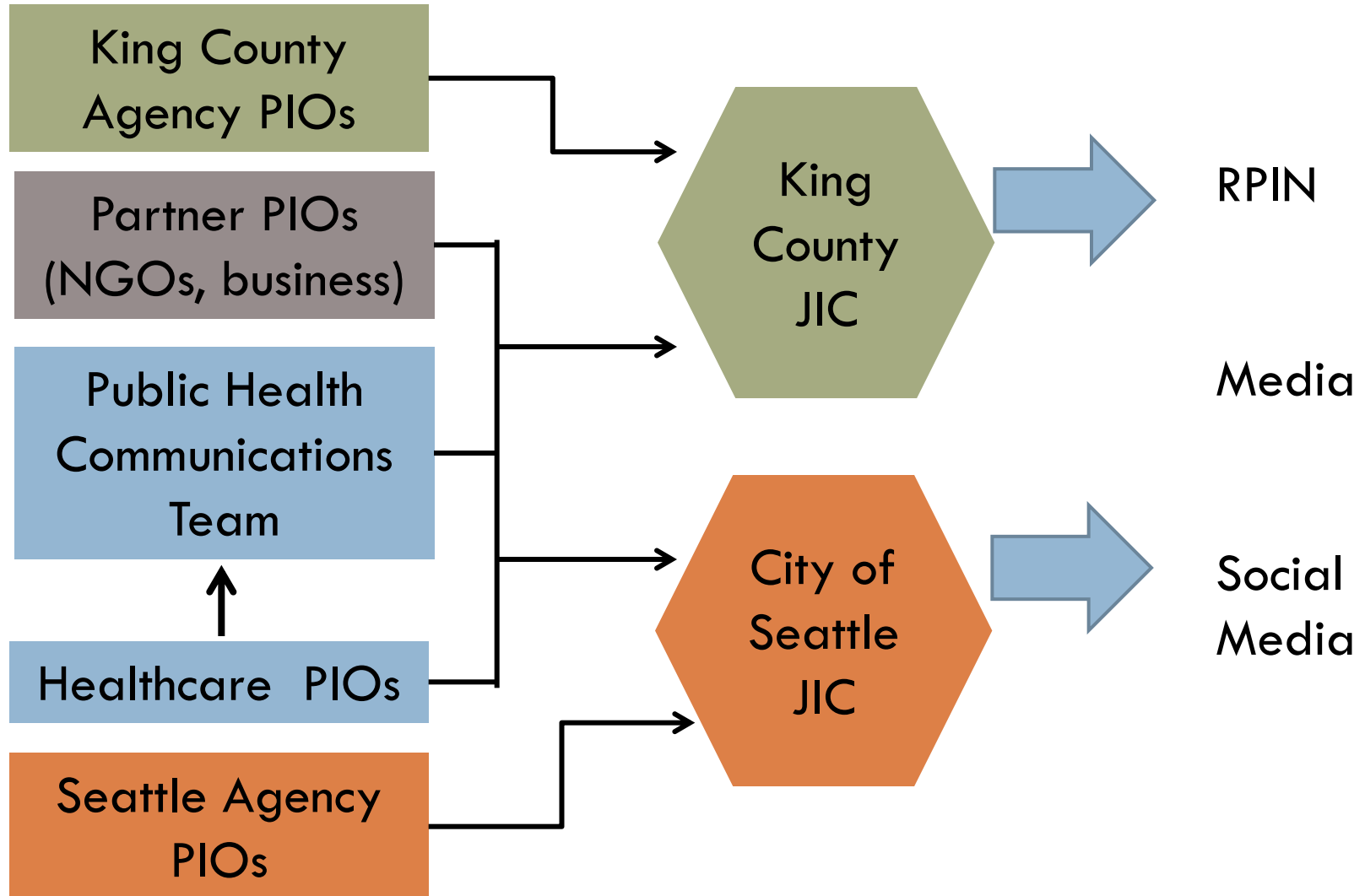


Coordinating our message

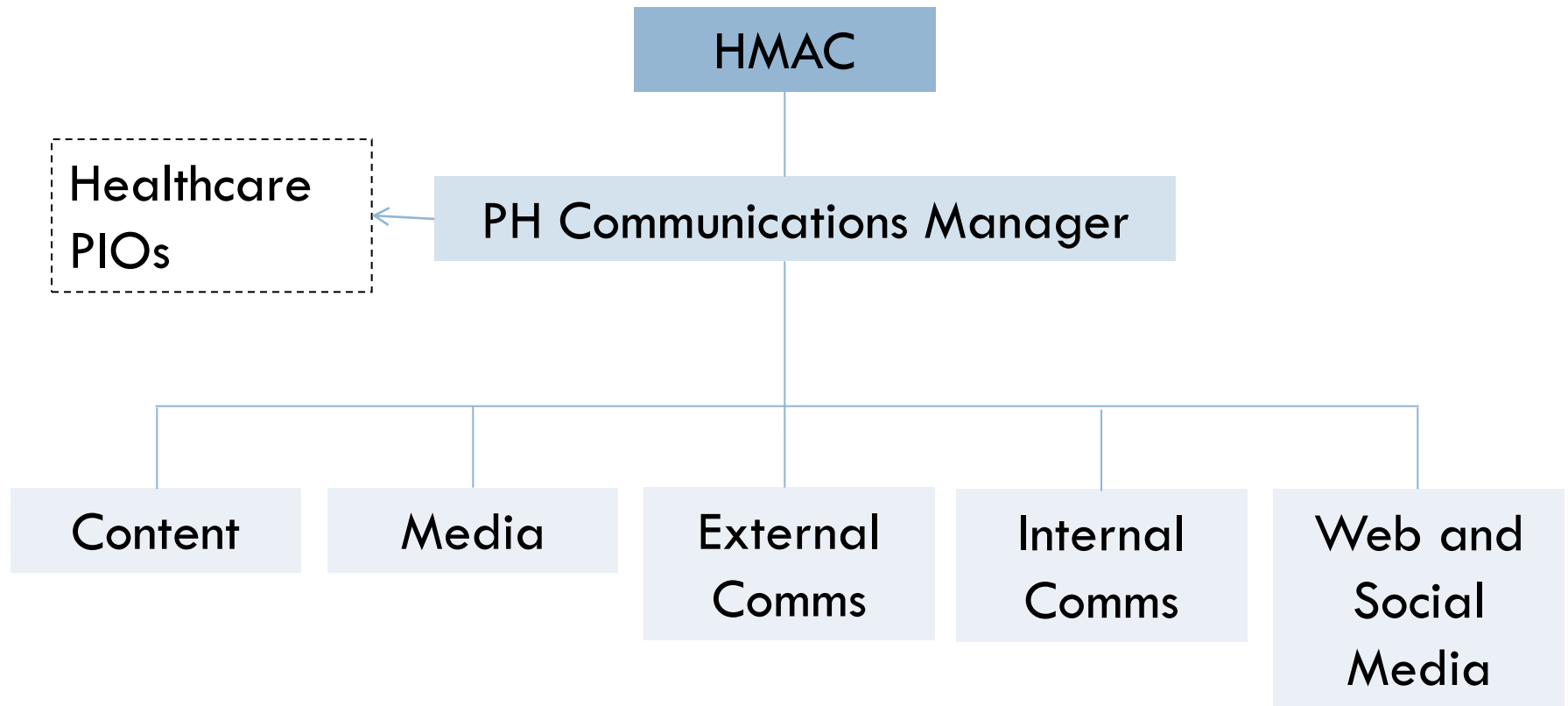
Public Health Communications Team will

- Email alerts to healthcare public information officers (PIOs)
- Convene conference calls with healthcare PIOs
- Share key message documents

Connecting with the Joint Information Centers (JICs)



Public Health Communications Team



Key Messages from Public Health

- Health and safety concerns
- HMAC activities
- Confirmed fatalities
- ESF-8 system response



Healthcare Communications

Healthcare PIOs will always speak for their own facilities' operations, policies, and response.

How healthcare PIOs can support ESF-8 communications:

- Share status updates
- Provide spokespeople and on-site PIOs

Communications materials from Public Health

Stop Germs, Stay Healthy

Cover coughs and sneez

Wash hands often for 20 seconds

When sick, s

Can't wash? Use alcohol-based hand sanitizer

60% ALCOHOL

aga los gérmenes, manténgase saludable!
as frecuentemente por 20 segundos
el, si no se puede lavar

讓患上流感的兒童及青少年 待在家中

在此流感的季節里，新的 H1N1 流感病毒（也稱為豬流感）衍生出了更多疾病。如果您的幼兒或青少年子女患上流感，請做好讓他們在家休養的準備。

有些人在患上流感後，健康風險會大大增加。

孕婦
氣喘患者
心臟病患者
幼兒

剛接受過化療的患者

許多高危人群看起來非常健康。

提前計畫孩童照顧的預備

了解您的工作單位對於病假以及您的雇主單位對於流感之道。

每日檢查，確保孩子

您的孩子是否有

發燒

超過 37.7°C (100°F)

倘若若有以上症狀，表示

為什麼患上流感時應該待在家裡

當您患上流感時，您就會透過咳嗽或打噴嚏傳染給他人。發燒期間以及在退燒後的 24 小時內是最容易感染的時期。

最容易感染的時期


發燒期間 和 在退燒後的一天內

如果您處於病毒傳染期卻仍然上學或參加其他人群密集型活動，您就會增加其他人患病的風險。

IF YOU DON'T HAVE ELECTRICITY

PREVENT POISONING FROM CARBON MONOXIDE

- ONLY use a generator outdoors and far from open windows and vents
- NEVER use a generator indoors, in garages or carports
- NEVER cook inside on a charcoal or gas grill



generator grill

Public Health
Seattle & King County
www.kingcounty.gov/health

Reaching Everyone

Public
Health

Website
Call Center
News Media
Social Media
Community Based
Organizations
Faith Organizations
Ethnic Media
Social Media
Flyers/posters
Health Educators
Schools/childcare
Healthcare Providers

Goal:
Whole
Community

Moving forward

- Continue to work on best mechanisms for sharing information
- Determine how to handle inquiries from families and loved ones

Questions?